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Ad Bundle

Juno's proprietary offline client interface provides advertisers with an unprecedented opportunity to reach users through unique and engaging placements.

An ad bundle consists of a combination of pop-up, banner and interstitial impressions to maximize impact and reach a desired audience. A Juno pop-up is a full-screen ad unit, which is the first message to appear as a user logs on to the service. Interstitials are viewed when a user downloads or sends mail. They are the only ad on the screen during that time ensuring a captive audience. Banners are seen at the top of email interface as users read and write. All of these ad units can be targeted to specific users by demographic, geographic or psychographic preferences for maximum results.

The screenshot displays the Juno offline client interface. At the top, a banner reads "You've got a friend in the business." Gateway Essential™ PCs. Below this, a pop-up window titled "Gateway™ PCs" features an image of a computer and text stating "starting at \$799" and "Great Performance, Great Value!". At the bottom, an interstitial also promotes "Gateway™ PCs" with the same pricing and slogan. The background shows an email interface with a list of messages and a news article snippet.

An added enhancement: To make ad bundles more effective Juno added the opportunity to create pre-filled forms. These are personalized communications where a form is already pre-populated with user information, such as name, address, and e-mail address. This facilitates opt-in and one-click conversions — dramatically increasing results and building lists quickly.

FREE SAMPLE!

Heal dry skin with a **FREE** sample of Neutrogena Norwegian Formula® Hand Cream.

It works better.

To get your free sample, please make sure your information is correct and click submit.

First Name

Last Name

John

Smith

Street Address

415 Washington Road

City

State

Zip

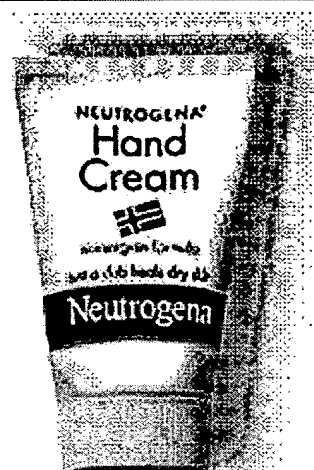
New York


NY

10033

Submit for a FREE sample!

Close



Thank you for your interest in Neutrogena. Your name, shipping address and email address will be sent to Neutrogena the next time you connect to Juno. To ensure that your order will be shipped as soon as possible, please click "Get New Mail" when you exit this ad.

OK

Cancel

Ad Specifications:

	<u>Banners</u>	<u>Pop-ups</u>	<u>Interstitials</u>
Size/Type:	468 x 60	630 x 426	440 x 300
Max File Size:	15K	50K	15K
Serving Requirements:	Cannot be 3rd party served	Cannot be 3rd party served	Cannot be 3rd party served
Other:	GIF, Animated GIF, & Flash 5 frames of animation only	GIF, Animated GIF, & Flash limited to 1/3 photos	GIF & JPEG



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